



COOKIES POLICY

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1. PREAMBLE

MYBRAIN TECHNOLOGIES, a simplified joint stock company with a capital of 21,150.10 euros, registered on the Commercial and Companies Register of Nanterre under number 804 409 431, whose head office is located at 28 allée Hoche, 92130 Issy-les-Moulineaux, France (hereinafter "myBrain Technologies").

myBrain Technologies offers for sale the MELOMIND Program (hereinafter "the MELOMIND Program"), based on the neurofeedback process, which consists in training the brain's natural relaxation processes in a non-intrusive way and without side effects. The MELOMIND Program includes the MELOMIND Stress Helmet, available for purchase on the website <https://www.melomind.com> (hereinafter "the Website"), used with the iOS and Android compatible mobile application (hereinafter "the Application").

The Website is published by myBrain Technologies.

The Website is hosted by OVH, a simplified joint stock company, registered on the Commercial and Companies Register of Lille under number 424 761 419, whose head office is located at 2 rue Kellermann, 59100 Roubaix, France.

The Website describes the activities and offerings of myBrain Technologies, allows Users to purchase the MELOMIND Program, and provides news about myBrain Technologies and the MELOMIND Program. In addition to these features, the Website provides users with information on how to contact myBrain Technologies.

myBrain Technologies attaches great importance to compliance with the privacy regulations applicable to the use of cookies. This Cookie Policy (hereinafter referred to as the "Cookie Policy") describes the conditions under which myBrain Technologies uses cookies on its Website.

For more information about the processing of your personal data, you can consult our Privacy Policy ([insérer le lien](#)).

2. DEFINITIONS

For the purpose of interpreting and enforcing this Policy, the terms used below are defined as follows:

"Cookies": refers to files, deposited and/or read during a consultation of the Website on the User's Terminal, which record information relating to the User's navigation on the Website.

"Terminal": means any equipment used by the User to access the Website, in particular a fixed or mobile computer, a smartphone, a tablet, but also a video game console, a connected television, a voice assistant or any other terminal equipment connected to a telecommunications network open to the public.

"User": means any person navigating the Website and purchasing or not the MELOMIND Program.

3. WHAT IS A COOKIE?

Cookies are small text files placed and stored on the User's Terminal when the User visits the Website. Cookies make it possible to collect information, thanks to the IP address, on the User's navigation.

Cookies do not cause any damage to the Terminal, but allow, for example, to find the User's preferences more easily, to pre-fill certain fields and to adapt the content of the services of the consulted site. These data allow the improvement of the ergonomics and services according to the interests of the User.

When the User consults the Website and navigates on it, Cookies are susceptible to be installed on its Terminal.

When connecting to the Website, the User is asked to express his/her choice regarding the use of Cookies. The User has the choice to accept all Cookies used on the Website, to refuse them all, or to accept them in a granular manner, by purpose or by Cookie. The User who has accepted one or more Cookies may withdraw his or her consent at any time, as described in this Policy.

4. STRICTLY NECESSARY TECHNICAL COOKIES

myBrain Technologies uses Cookies necessary for the functioning of the Website. They allow the User to use the main features of the Website. Without these Cookies, the User cannot use the Website in a normal and optimal way.

The Cookies essential for the functioning of the Website do not authorize any behavioral tracking.

These Cookies only require the User's information to be deposited on the User's terminal. They do not require the User's consent to be deposited on his or her terminal.

The Cookies strictly necessary for the functioning of the Website are the following:

Name	Use
Serverid	Load sharing Cookies
Polylang	User's interface customisation
Cookie Woo commerce	Shopping cart content
Session cookie	Performance cookie allowing us to know how Users interact with the Website and what is their path between the pages of the Website in order to improve it

5. ANALYSIS AND AUDIENCE MEASUREMENT COOKIES

myBrain Technologies uses audience measurement Cookies in order to establish statistics concerning visits to its Website.

Cookies for audience measurement help to establish statistics on the number of visitors and the use of the various elements that make up the Website (sections and content visited, paths). They allow myBrain Technologies to understand how Users interact with the Website, and to improve the interest and ergonomics of the Website.

The audience measurement Cookies used on the Website are the following:

Name	Domain	Use
Google Analytics	https://analytics.google.com	Analysis and audience measurement Cookies, which make it possible to establish statistics and volumes of traffic to and use of the Website
Hotjar	https://www.hotjar.com	Analysis and audience measurement Cookies, which make it possible to establish statistics and volumes of traffic to and use of the Website

myBrain Technologies uses Google Analytics. To learn more about Google Analytics, you can visit the third-party website <https://analytics.google.com/analytics/web/>. Google offers a browser add-on for disabling Google Analytics, available at <https://tools.google.com/dlpage/gaoptout?hl=fr>.

myBrain Technologies also uses Hotjar. To learn more about Hotjar, you can visit the third-party website <https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookie-Information>.

6. ADVERTISING COOKIES

myBrain Technologies uses Ad Targeting Cookies to customise marketing to Users and their interests, and to provide Users with a more customised service in the future.

The marketing targeting Cookies used on the Website are as follows:

Nom	Domaine	Usage
Facebook ads	https://business.facebook.com/	Advertising
Google Ads	https://ads.google.com	Advertising
Microsoft Ads	https://ads.microsoft.com	Advertising
Optin monster	https://app.optinmonster.com/	Pop-up form
ActivCampaign	https://melomind.com	Sending emails

	activehosted.com /	
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These Cookies are used to track Users through the websites they visit. The purpose is to display ads that are relevant and interesting to the User.

Thus, these Cookies remember the User's previous visit to the Website and myBrain Technologies may share this information with third parties, such as advertisers. Although these Cookies can track Users' visits to the Website and other third-party websites, they generally cannot identify Users personally. Without these Cookies, the advertisements seen by Users may be less relevant and interesting.

7. AFFILIATION COOKIES

Affiliate marketing is a technique whereby an advertiser pays another website, known as an "affiliate", a commission in exchange for generating leads from that website's promotional activities. Affiliate marketing is based on the performance of the affiliate, who is rewarded every time a visitor takes an engaging action on the advertiser's site after coming into contact with promotional content.

The Affiliate Marketing Cookies used on the Website are as follows:

Name	Domain	Use
Awin	ui.awin.com	Affiliation
Affilae	https://affilae.com	Affiliation

The affiliate's reward is made possible by the tracking of affiliate cookies, which make it possible to trace the origin of the User who has been led to the advertiser's site via the affiliate's promotional actions.

myBrain Technologies is a member of the following affiliate networks:

- Affilae: <https://affilae.com/en/affiliate-marketing-software/>
- Awin: <https://www.awin.com/fr>

8. THIRD-PARTY COOKIES

The Website includes an application linked to social networks, in particular Facebook and Twitter, called a "social plugin".

When the User accesses a page of the Website containing one of these plugins, its browser establishes a direct link to the servers of the social network concerned. The content of the plugin is then directly transmitted to the User's browser by the social network and integrated into the web page.

myBrain Technologies offers Users the ability to share editorial or other content published on the Website through social networks. These Cookies also allow the social networks to target their advertising offers. These Cookies are managed by the publisher of the social network. The purposes and scope of the collection of this data and its processing by each social network, as well as the rights and possibilities of modifying the parameters relating to the User's privacy, are detailed in the General Terms of Use, the Privacy Policy and the Cookie Policy of each of these networks. The User is invited to consult them.

The third-party Cookies used on the Website are as follows:

Name	Domain	Use
Facebook	facebook.com	Analysis of the navigation from the social network
Twitter	twitter.com	Analysis of the navigation from the social network

Vimeo	vimeo.com	Analysis of the navigation from the platform
Youtube	youtube.com	Analysis of the navigation from the platform

Facebook

The following Facebook features may be integrated into the Website and may read or set Facebook Cookies:

- Facebook "Like" button: which allows the User to indicate that they like an item on Facebook;
- "Sign in to Facebook": which allows the User to sign in to their Facebook account and interact with the Website via that account;
- "Share on Facebook": which allows the User to share an item on Facebook with others.

To consult Facebook's Privacy Policy, you can visit the third-party website: <https://www.facebook.com/about/privacy/>

To consult Facebook's Cookie Policy, you can visit the third-party website: <https://www.facebook.com/policies/cookies/>

Twitter

The following Twitter features may be integrated with the Website and may read or set Twitter Cookies:

- Sign in to Twitter: which allows the user to sign in to their Twitter account and interact with the Website through that account;
- Share and follow on Twitter: which allows the user to share an item on Twitter with others.

To consult Twitter's Privacy Policy, you can visit the third-party website: <https://twitter.com/en/privacy>.

To consult Twitter's Cookie Policy, you can visit the third-party website: <https://help.twitter.com/en/rules-and-policies/twitter-cookies>.

myBrain Technologies is not responsible for the use of third-party Cookies by social networks to which the User belongs. Social networks may place Cookies on the User's Terminal, which allow the User to be identified, particularly when features allowing the User to give feedback on content or a publication are used.

Other Cookies may also be issued by third parties from certain areas accessible on the Website. The emission and use of Cookies by these companies is subject to the policies of those companies.

9. CONSENT

The installation of Cookies other than those necessary for the functioning of the Website is subject to the User's consent.

The consent of the User is materialised by the acceptance of the use of Cookies via a Cookies banner appearing at the first connection of the User on the Website. The continuation of the User's navigation is not interpreted as consent.

The User retains the possibility of not expressing a choice: thus, the User has the possibility of closing the Cookies banner or clicking outside this banner in order to make it disappear.

The User may, at any time, refuse the use of Cookies or withdraw the consent previously given to the use of Cookies on the Website, referring to the provisions and mechanism of Article 12 of this Policy.

10. COOKIES RETENTION PERIOD

Cookies are kept for a maximum of six (6) months after they are placed on the User's Terminal, except for audience measurement and statistical cookies, for which the CNIL authorises a longer retention period due to the relevance of the measurements they allow. After this period, the User's consent will again be required for myBrain Technologies to place cookies on his or her Terminal.

With regard to third-party Cookies, their retention period depends on the cookie policy of these third-party platforms.

11. COOKIES SETTINGS

12.1 Settings on the Website

myBrain Technologies offers, at the first connection of the User to its Site, a Cookies banner displaying a functionality allowing the User to refuse the use of all Cookies or to make a choice by Cookies or by purpose.

The User can also make his choice below:

COOKIE	FUNCTION	CONSENT
SERVERID	Load sharing Cookies	(Button « I accept ») (Button « I refuse »)
POLYLANG	Language saving cookie	(Button « I accept ») (Button « I refuse »)
ZD STORE	Cookie preference	(Button « I accept ») (Button « I refuse »)
GOOGLE ANALYTICS	Analysis Cookie	(Button « I accept ») (Button « I refuse »)
HOTJAR	Analysis Cookie	(Button « I accept ») (Button « I refuse »)
GOOGLE ADS	Ad targeting Cookie	(Button « I accept ») (Button « I refuse »)
FACEBOOK (PIXEL) ADS	Ad targeting Cookie	(Button « I accept ») (Button « I refuse »)
MICROSOFT ADS	Ad targeting Cookie	(Button « I accept ») (Button « I refuse »)
ACTIVE CAMPAIGN	Ad targeting Cookie	(Button « I accept ») (Button « I refuse »)
OPTIN MONSTER	Ad targeting Cookie	(Button « I accept ») (Button « I refuse »)
ZENDESK	Chatbot session Cookie	(Button « I accept ») (Button « I refuse »)
AWIN	Affiliation Cookie	(Button « I accept ») (Button « I refuse »)
AFFILAE	Affiliation Cookie	(Button « I accept ») (Button « I refuse »)
FACEBOOK	Third-party Cookie	(Button « I accept ») (Button « I refuse »)
TWITTER	Third-party Cookie	(Button « I accept ») (Button « I refuse »)
VIMEO	Third-party Cookie	(Button « I accept ») (Button « I refuse »)
YOUTUBE	Third-party Cookie	(Button « I accept ») (Button « I refuse »)

12.2 Browser settings

The User can also set its browser to refuse all Cookies, accept all Cookies or select the Cookies it accepts and those it refuses.

Each browser has a different configuration. In order to configure your browser, myBrain Technologies suggests that you follow the links below:

- Internet Explorer : <https://support.microsoft.com/fr-fr/help/17442/windows-internet-explorer-deletemanage-cookies> ;
- Edge: <https://privacy.microsoft.com/fr-fr/windows-10-microsoft-edge-and-privacy> ;
- Safari : <http://www.apple.com/legal/privacy/fr-ww/cookies/> et <http://www.apple.com/legal/privacy/fr-ww/> ;
- Chrome : <https://support.google.com/chrome/answer/95647?hl=fr&hlrm=en> ;
- Firefox : <https://support.mozilla.org/fr/kb/activer-desactiver-cookies-preferences> ;
- Opera : <https://www.accepterlescookies.com/comment-accepter-les-cookies-sur-opera.html>

The User has the choice to refuse Cookies. If the User refuses Cookies, some of the functionality of the Web Site may be impaired. myBrain Technologies is not responsible for such alterations.

12. YOUR RIGHTS

In addition to your right to withdraw your consent at any time to the storing of a particular Cookie on your Terminal, you have the right to access, rectify and erase your data. You can oppose the processing of your data or request its limitation, or you can define the fate of your data after your death.

These rights can be exercised by mail addressed to the DPO of myBrain Technologies at the following address: 50 avenue Claude Vellefaux, 75010 Paris, or by email at legal@mybraintech.com.

13. UPDATING OF THE POLICY

myBrain Technologies reserves the right to make changes to the provisions of this Policy and invites the User to consult it regularly in order to take note of any new provisions.

The link in the Cookies banner directs the User to the most recent version of the Cookie Policy, i.e. the one applicable to the User's session.